

SYSTEMS AND METHODS FOR TARGETING CONSUMERS ATTITUDINALLY ALIGNED WITH DETERMINED ATTITUDINAL SEGMENT DEFINITIONS

ABSTRACT OF THE DISCLOSURE

5 Disclosed herein are systems and methods for selecting a target group of consumers
from a larger group of consumers in a computer database. Thus, for a given brand and
marketing objective, the systems and methods provide for identifying the dimensions that
define a relevant attitudinal consumer segment (or segments). In addition, the systems and
methods select consumers, from an in-house or third party database containing appended
10 variables, who are most attitudinally aligned with the target segment definition(s).